http://www.uwstout.edu/programs/bsgem/

Golf Enterprise Management

Introduction

The B.S. in Golf Enterprise Management program provides a comprehensive and challenging academic experience that will prepare graduates who are leaders in the golf business profession. The program will offer a broad exposure to all facets of the business of golf industry through its interdisciplinary curriculum. The program includes exposure to golf industry best practices. Students are immersed in experiential learning through well-defined co-ops and internships.

Upon graduation, students will be able to analyze major trends in the golf industry, including tourism, consumer interests, course ownership and management, and golf retail businesses. Graduates will be able to distinguish the missions of principal national and international associations in the golf industry; understand golf facility operations from perspectives of resort, private, municipal, and daily fees courses; apply business, accounting, and marketing principles to meet management needs of golf enterprises; develop and apply strategies for attracting new customers and retaining existing customers of golf operations; apply the principles of turf management, soil science and environmental science to the layout, design and management of golf courses; and integrate the knowledge and skills obtained in the curriculum through practical experiences in the golf industry.

General Requirements
Bachelor of Science Degree

Total for graduation	124 credits
General Education	42 credits
Major Studies	50 credits
Electives	32 credits

Program Requirements

General Education

42 Credits

A. Communication Skills — 8 credits

ENGL-101	Freshman English: Composition *or*	
ENGL-111	Freshman English: Honors I	3
ENGL-102	Freshman English: Reading and Related Writing *or*	
ENGL-112	Freshman English: Honors II	3
SPCOM-100	Fundamentals of Speech*	2

B. Analytic Reasoning — 6 credits

MATH-123	Finite Math With Applications (*or higher*)	4
STAT-130	Elementary Statistics	2

C. Health and Physical Education — 2 credits

PE-129	Golf	1

Select remaining 1 credit from the approved course list.

D. Humanities and the Arts — 9 credits

Select 9 credits from the approved course list from three different areas.

E. Social and Behavioral Sciences — 9 credits

ECON-210	Principles of Economics I**	3

Select remaining 6 credits from the approved course list.

F. Natural Sciences (with Lab) **— 4 credits**

Select 4 credits from the approved course list.

G. Technology — 2 credits

Select 2 credits from the approved course list.

H. General Education Electives — 2 credits

Select 2 additional credits from categories A, B, D, E or F.

Major Studies

50 Credits

BUACT-206	Introduction to Financial Accounting**	3
BUACT-340	Business Finance *or*	3
BULGL-318	Business Law *or*	3
HT-460	Hospitality Law and Liability	
BUMGT-304	Principles of Management** *or*	3
INMGT-400	Organizational Leadership	
BUMKG-330	Principles of Marketing** *or*	3
HT-344	Hospitality and Tourism Marketing and Sales	
BURTL-127	Basic Merchandising	3
GEM-101	Introduction to Golf Enterprise Management	1
GEM-201	Principles of Golf Enterprise Management	3
GEM-250	Turf Management for Golf Courses	3
GEM-277	Software and Technologies	3
GEM-301	Customer Development, Retention and Marketing	3
GEM-450	Environmental Golf Course Management	3
GEM-XXX	Co-op or Field Experience (*Two co-ops or field experiences are required*)	4
PM-370	Principles of Property Management	3
HT-362	Food Service Finance and Cost Control	3
PSYC-382	Human Resource Management	3
SRVM-111	Introduction to Service Management	3

*** Required courses in the Business Minor. By taking these five courses along with ECON-215 and four additional Business Minor elective credits, you can fulfill the requirements for a Business Minor.*

Electives

32 Credits

Electives will be guided by advisement to meet your professional goals and objectives. You may elect to take a minor or specialization to fulfill the elective credits.